

SHELDON GLISSON

GRAPHIC DESIGNER & ANIMATOR

☎ 803-606-3202 ✉ sglissongraphics@gmail.com 📍 Raleigh, North Carolina 🌐 GlissonGraphics.com/SheldonGlisson

Creative and results-driven designer with 5+ years of experience crafting impactful marketing visuals across digital and print. Skilled in brand development, campaign design, motion graphics, and social media. Collaborates cross-functionally to deliver engaging, consistent content that drives awareness and growth.

EXPERIENCE

Senior Social Media Designer

Relias | Morrisville, NC
April 2022 - Present

- Design and execute social media content for marketing campaigns across multiple B2C brands, delivering static and motion graphics for organic and paid social, display ads, email visuals, and branded assets such as logos, merchandise, and packaging
- Collaborate on marketing initiatives with brands like Virgin Voyages, AT&T, and the American Red Cross, producing high-impact visuals that drive engagement
- Contributed to a 637% increase in website traffic, 71% boost in CTR, 55% reduction in CPC, and 76% growth in Instagram and TikTok audiences through strategic design and original content
- Manage multiple projects, ensuring high-quality, on-brand creative output while providing art direction and maintaining consistency across all visual touchpoints

Social Media Designer

Relias | Morrisville, NC
May 2021 - April 2022

- Designed and executed monthly social media content for Wound Care and other B2C brands, driving engagement and maintaining brand consistency.
- Created visuals, wrote post copy, collaborated on content development, and managed the approval workflow
- Scheduled content and interacted with audiences to enhance community engagement and brand visibility

Graphic Designer

Dark Dragons Astronomy | Raleigh, NC
October 2022 - October 2023

- Created a cohesive brand identity for a growing startup, aligning visuals with business goals
- Designed marketing assets including flyers, business cards, and a magazine advertisement to support public visibility and build brand trust

Graphic Designer

Essential Vapors & CBD | Lexington, SC
August 2021 - November 2021

- Redesigned the company's visual identity and marketing collateral to establish a more modern, cohesive brand presence
- Delivered strategic visual improvements that elevated brand perception and supported marketing efforts

Graphic Designer

Glisson Graphics | Raleigh, NC
October 2020 - Present

- Provide design solutions for clients across industries, including logo design, branding, social media, digital, print, packaging, and animation
- Create marketing-driven visuals that support client goals, strengthen brand identity, and boost engagement and sales

EDUCATION

Savannah College of Art & Design

Bachelor of Fine Arts | Graphic Design
Minor | Animation

SKILLS

Creative Direction, Branding, Logo Design, Illustration, Typography, Color Theory, Motion Graphics, Animation, Social Media, Package Design, Video and Photo Editing, Marketing, Visual Storytelling, AI Enhanced-Design, Cross-Functional Teamwork, Project Management, Time Management

CERTIFICATIONS

- Branding & Strategy
- Facebook Ads Creative
- Google Analytics 4 For Beginners

PROGRAMS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premier Pro
- Firefly
- Figma
- Maya
- Sora
- Express
- XD
- ElevenLabs